



## Increase of Subscription Rate of with OTT Medium (Apps) During Pandemic

Nimisha Parag Gadkari, Research Scholar, Department of Mass Communication & Journalism, Shri JTT University  
Rajasthan- India

Dr. Ajay Kumar Ojha, Assistant Professor, Department of Mass Communication & Journalism, Shri JTT University  
Rajasthan-India

### Abstract

The COVID-19 pandemic has had a profound impact on various aspects of society, including entertainment consumption patterns. With people confined to their homes due to lockdowns and restrictions, there has been a noticeable surge in the subscription rates of Over-The-Top (OTT) platforms, particularly mobile apps, offering a wide range of content. This research paper aims to analyse the factors contributing to the increase in subscription rates of OTT platforms during the pandemic and examine the long-term implications for the entertainment industry. Through a comprehensive review of literature, statistical analysis, and user surveys, this paper highlights the role of factors such as content diversity, convenience, and changing consumer behaviour in driving the growth of OTT subscriptions. In the same research study, it has been seen that there is significant flow in the OTT substation during pandemic. Besides the respondents hold the favourable perception towards the propagation of the OTT.

**Key words:** COVID-19 pandemic, OTT platforms, subscription rates, content diversity, convenience, changing consumer behaviour, entertainment industry.

### 1: Introduction:

The COVID-19 pandemic has disrupted normal life across the globe, leading to unprecedented changes in various sectors, including the entertainment industry. As people spent more time at home due to lockdowns and social distancing measures, there was a significant shift in entertainment consumption patterns, with a growing dependence on digital platforms. One of the most notable trends was the increase in subscription rates of OTT platforms, which offer a diverse range of content accessible through mobile apps. The outbreak of the COVID-19 pandemic in late 2019 had a profound and unprecedented impact on every facet of human life, prompting widespread changes in daily routines, social interactions, and economic landscapes. Among the numerous sectors affected, the media and entertainment industry witnessed a significant transformation in consumer behaviour and consumption patterns. With governments around the world implementing strict lockdowns, quarantines, and social distancing measures to curb the spread of the virus, people found themselves confined within the boundaries of their homes, seeking alternative forms of entertainment and information. In this backdrop, Over-The-Top (OTT) platforms emerged as a dynamic and indispensable source of digital entertainment, providing subscribers with a diverse array of content accessible through mobile applications. These platforms, which had been steadily gaining traction even before the pandemic, experienced an unprecedented surge in subscription rates during the global crisis. As traditional avenues of entertainment such as cinemas, theatres, and live events were disrupted due to restrictions and safety concerns, OTT platforms offered an accessible and engaging alternative, allowing users to access a wide variety of content from the comfort of their homes. The surge in subscriptions observed during this period is not only indicative of a shift in consumer behaviour but also reflects the evolving landscape of media consumption. By examining the factors contributing to this surge, including content diversity, convenience, and changing preferences, this research seeks to shed light on the role played by OTT platforms in catering to the entertainment needs of a world grappling with the challenges posed by the pandemic. This study focuses on the increase in subscription rates of OTT platforms, specifically via mobile apps, during the pandemic. It aims to provide insights into the driving forces behind this trend and its implications for both the entertainment industry and the larger digital ecosystem. The research will encompass an analysis of factors influencing consumer choices, the impact on content production and distribution strategies, and potential long-term effects on the media landscape. The study will draw upon a combination of statistical data,



industry reports, user surveys, and scholarly literature to comprehensively address the phenomenon of increased OTT subscription rates during the pandemic. The literature review section explores relevant research on the rise of OTT platforms and subscription rates, especially during the pandemic. Previous studies have indicated that the availability of diverse content, including movies, TV shows, documentaries, and original programming, has been a significant driver of subscription growth. Furthermore, the convenience of accessing content on-demand, coupled with the affordability of OTT subscriptions, has played a crucial role in attracting consumers. The concept of "binge-watching" has also been highlighted as a contributing factor to increased subscription rates. The entertainment industry has never remained static. Every decade has seen a shift in entertainment in terms of both 'form' and 'format'. Today's entertainment services format is considerably changing from previous formats, and it is always changing. The term "over-the-top" (OTT) is now trending in the entertainment industry. It is a symbol of enjoyment that may be found anywhere. Scholars from several disciplines have attempted to investigate the OTT services on communication industries like., (*Fowora et al., 2018*) the author considers the perspectives of the regulatory board, communications operators, and consumers when it comes to this technology. The impact of Over-the-Top technologies on the Nigerian economy is examined. Over-the-Top services do not have their own network system; instead, they rely on telecommunication operator networks and other Internet Service Providers to supply their services, with no policy or lease agreement in place with these companies. (*Ramasoota & Kitikamdhorn, 2021*) The economic, technological, and cultural ramifications of Netflix in Thailand on local content companies and regulators are examined in this study. It also looks at how the industry and government reacted to as OTT services the Netflix's entry into a tiny market like Thailand. Netflix has had a significant impact on the value chain of both TV and movies, according to the report. Meanwhile, the country's regulator is looking for ways to bring overseas OTTs like Netflix under its control, and it may implement a reward-based programme while also boosting the local content business through capacity-building and promotional efforts. (*Cebeci et al., 2019*) The traditional media ecosystem is being disrupted by advances in information and communication technology. Many digital platforms, such as Netflix, have sprung up as a result of new media. around the world in recent years. As a result, based on the technological acceptance paradigm, the goal of this article is to uncover the drivers of intention to use Netflix. As a result, new technology producers should be mindful of technology anxiety's detrimental effects. Furthermore, consumers should be told that they will not have any problems as a result of this technology, that they will feel comfortable using it, and that they will not be anxious. (*Devaki R & Babu D, 2021*) The massive surge in subscription rates of Over the top (OTT) platforms was a big windfall in the film business during the Covid 19 pandemic. A quantitative poll of 350 OTT platform subscribers is done and the replies are examined in order to anticipate the future of these platforms when the pandemic is finished. This study also speculates on whether new cinema directors and producers who created tiny works have a future in the business. During India's nationwide shutdown, many low-budget art and commercial films are published over OTT platforms. Many of these films are well-liked by the general public. As a result, it's clear that fans are eagerly anticipating more of their favourite works of art. (*Gopi et al., 2021*) The need for material has increased among consumers, and OTT channels have seen a surge in viewership. For big-screen movie fans and fan groups, OTT releases have a tremendous impact on visual and auditory experiences. It also had an impact on marketing efforts, particularly for big-budget films. This study will aid the film industry in determining how Indian fans feel about OTT releases. (*Saini, 2020*) According to the report, the use of OTT content platforms such as Netflix, Amazon Prime, Voot, Disney Hotstar, and others has increased, particularly among younger age groups. The attractiveness of the content stems from its entertainment value combined with information, as well as the global fascination that content from many cultures provides to knowledge seekers. There has also been a noticeable



increase in the popularity of series as opposed to movies. This pattern indicates an increase in OTT content demand as well as the popularity of OTT video-on-demand services. (*Deshpande et al., 2020*) Online platforms are a new type of content medium with fewer restrictions on adultery-related content. With widespread agreement that the Jio revolution has had a significant impact on the whole entertainment sector, fuelled by cheap data pack offerings, new channels for digital material have opened: Online Streaming. The objective's data was collected among peer groups in and around Navi Mumbai, as well as its suburbs, with a focus on colleges where the most data could be acquired. This goal was studied with a sample size of 150 people. At the conclusion of the study, it was determined how online streaming services may have affected the peer group. As a result, academics might conclude that online streaming services have an impact on kids and that these platforms have a significant impact on their lives.

- ❖ **Factors Driving Subscription Growth:** In this section, the paper delves into the factors that have driven the surge in OTT subscription rates during the pandemic:
- ❖ **Content Diversity:** OTT platforms offer a vast library of content catering to various genres and preferences, ensuring there is something for everyone. This diversity has attracted audiences looking for entertainment options beyond traditional television programming.
- ❖ **Convenience and Accessibility:** The ability to access content at any time and from any location through mobile apps has significantly contributed to the rise in subscriptions. The pandemic-induced lifestyle changes further underscored the importance of convenience and flexibility in entertainment consumption.
- ❖ **Changing Consumer Behaviour:** The lockdowns and restrictions prompted individuals to explore new forms of entertainment, accelerating the shift towards digital platforms. The increased screen time led to a greater familiarity with OTT platforms, eventually leading to a higher likelihood of subscription.

The surge in subscription rates during the pandemic has far-reaching implications for the entertainment industry. The increased reliance on digital platforms underscores the need for production houses and content creators to prioritize OTT distribution. This trend might also influence advertising strategies, with brands potentially diverting more resources toward online platforms. Keeping in view. The researcher explored the below mentioned research problem:

**1.2: Statement of the Problem:** The statement of the research problem is reported as under:

**“Increase of subscription rate of with OTT medium (apps) during pandemic”**

**1.3: Objectives of the study:** This paper aims to explore and analyse the notable increase in subscription rates of OTT platforms, particularly through mobile apps, during the COVID-19 pandemic.

**1.4: Researcher question:** Based on richness background of the knowledge the investigator speculated the research question as under:

- 1) The flow of the OOT subscription has been increased significant in pandemic.

**1.5: Delimitation:** The study has been delimited as under:

- ❖ The present research study has been confined to 100 respondents only.

**1.6: Methodology and procedure:** The methodology and procedure involved in this research study is given as under:

- ❖ **Design:** Descriptive research method has been used by the researcher to carry this research process.
- ❖ **Data collection:** The researcher has selected the 100 respondents' schools only.
- ❖ **Research tool:** The researcher employed the questionnaire scale developed by investigator himself.

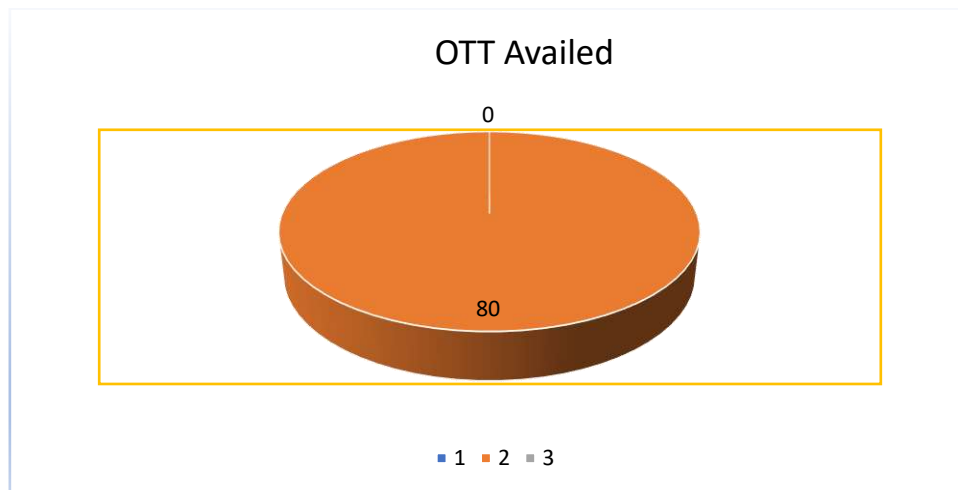




- ❖ **1.7: Analysis And Interpretation of The Data:** The data has been analysed with the help of descriptive analysis. The detailed analysis and interpretation are reported as under:

- ❖ **Table: 1.1: Displaying the number of the respondents availed OTT subscription.**

| OTT Subscription Received | Number | Availed Frequency | Not-availed Frequency |
|---------------------------|--------|-------------------|-----------------------|
|                           | 100    | 80                | 20                    |



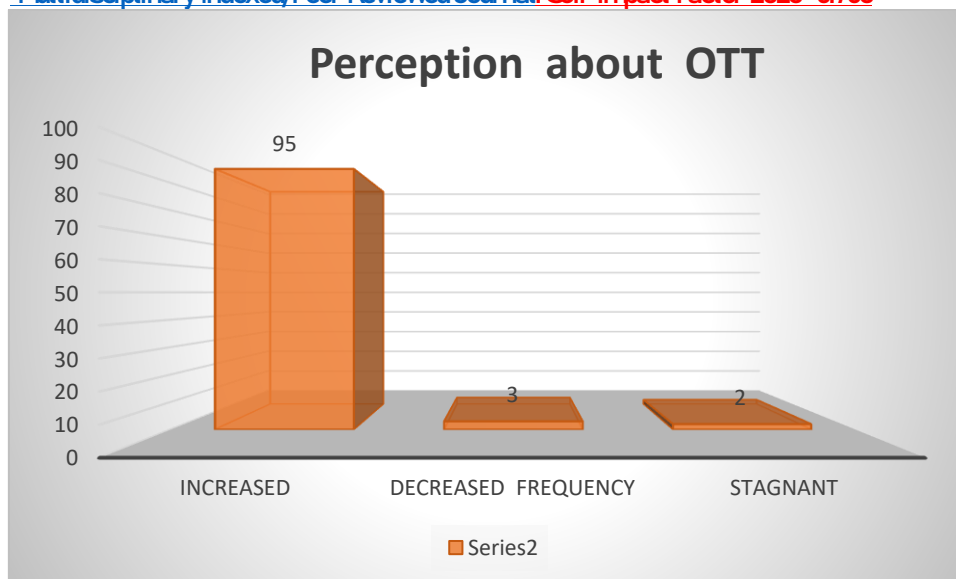
- ❖ **Fig.1.1 Showing the number of the respondents availed OTT subscription**

- ❖ Table 1.1 presents data related to respondents and their availing of OTT (Over-The-Top) subscription services. Here's an interpretation of the table:

- ❖ OTT Subscription Received: This column likely represents the availability or offering of OTT subscriptions to the respondents. It may indicate that 100 respondents had the opportunity to avail of OTT subscriptions. This category indicates that 80 respondents have indeed availed of an OTT subscription. In other words, out of the 100 respondents who had the opportunity, 80 chose to subscribe to OTT services. This category represents that 20 respondents did not avail themselves of an OTT subscription. These respondents had the opportunity but did not choose to subscribe. In summary, the table provides information about the availability of OTT subscriptions to 100 respondents and how many of them actually availed themselves of this service. Specifically, 80 respondents subscribed to OTT services, while 20 did not. This data suggests that a majority of the respondents in this sample chose to use OTT subscriptions when given the option. However, it's important to note that this table does not provide any information about why respondents made these choices or any additional context about the survey or study in which this data was collected.

- ❖ **Table: 1.1: Displaying the number of the respondents availed OTT subscription.**

| OTT Subscription Perception | Number | Increased Frequency | Decreased Frequency | Stagnant |
|-----------------------------|--------|---------------------|---------------------|----------|
|                             | 100    | 95                  | 03                  | 02       |



- ❖ **Fig. 1.2 Showing the graphical representation on respondents' perception about availed OTT subscription.**
- ❖ Table 1.2 appears to show data related to respondents and their perception of OTT (Over-The-Top) subscription usage, specifically whether the number of respondents who have availed OTT subscriptions has increased, decreased, or remained stagnant. Here's an interpretation of the table: This column likely represents the different perception or opinions of respondents regarding their OTT subscription usage. These perceptions could include factors like content availability, quality, pricing, or personal preferences. This category indicates that 100 respondents believe that their OTT subscription usage has increased during pandemic. This category suggests that 95 respondents believe that their OTT subscription usage has decreased. This category represents that 3 respondents perceive their OTT subscription usage to be stagnant or unchanged. This category indicates that 2 respondents perceive their OTT subscription usage to have increased. In conclusion, the table provides a snapshot of the perceptions of respondents regarding changes in their OTT subscription usage. The majority of respondents (100) believe that their usage has increased, while 95 respondents think it has decreased. Only a small number of respondents (3) feel their usage is stagnant, and even fewer (2) believe it has increased. The table does not provide information about the total number of respondents or the context in which this data was collected, so it's essential to consider these factors when drawing conclusions from this table.
- ❖ **1.9: Conclusion:** The COVID-19 pandemic has reshaped the entertainment landscape, with OTT platforms experiencing a significant increase in subscription rates. The results of study reveal that factors such as content diversity, convenience and changing consumer behaviour have driven this growth. The implications for the entertainment industry are profound, necessitating a shift in strategies to cater to the evolving preferences of consumers. Over-The-Top (OTT) services have catalysed a paradigm shift in data transmission, ushering in a new era of seamless accessibility to digital content, all at an unprecedented cost-efficiency. The allure of accessing a plethora of digital resources at a fraction of the traditional expense has spurred an exponential adoption of Over-The-Top services. In a landscape where the distribution of digital content is remarkably economical, individuals are opting to harness the advantages intrinsic to Over-The-Top services. Unveiling an intricate tapestry of possibilities, these services capitalize on the inherent efficiency of digital data dissemination, allowing users to immerse themselves in a vast ocean of multimedia experiences without incurring exorbitant costs. The undeniable allure of cost-effectiveness fuels the widespread gravitation toward the realm of Over-The-Top services.



- ❖ **1.10: Future Research:** Future research can delve deeper into the long-term effects of increased OTT subscription rates, exploring topics such as user retention, the impact on traditional media, and the sustainability of the subscription-based model.
- ❖ **Competing interest:** The research declared that no potential if interest with respect to authorship, research and publication of this article.

## BIBLIOGRAPHY

- Cebeci, U., Ince, O., & Turkcan, H. (2019). Understanding the Intention to Use Netflix: An Extended Technology Acceptance Model Approach. *International Review of Management and Marketing*, 9(6), 152–157.
- Deshpande, A., Rajput, A., Pullapalli, S., Alluri, S., Shetty, S., & Iyer, S. (2020). Study of Impact of Online Streaming Services (Oss) on Youth of 18 To 24 Years Group with Reference to Navi Mumbai. *International Journal in Management and Social Science*, 08(9), 2321–1784.
- Devaki R., & Babu D. (2021). The Future of Over-The-Top Platforms after Covid-19 Pandemic. *Annals of R.S.C.B.*, 25(6), 11507–11513.
- Fowora, D., Awodele, O., Olayinka, O., & Aduragbemi, O. (2018). The Impact of OTT Services in Nigeria: *Global Journal of Computer Science and Technology: G Interdisciplinary*, 18(2), 88-90.
- Gopi, J., Faizal, M., & Vipin, H. (2021). An Analysis of the Impact of Covid-19 on OTT Movie Releases and Its Viewers in India. *Basic and Applied Research Journal*, 3(3), 1–8.
- Katherine, C., & Yi-Ning. (2019). Competitions between OTT TV platforms and traditional television in Taiwan: A Niche analysis. *Telecommunications Policy*, 43(9), 88-90.
- Ramasoota, P., & Kitikamdhorn, A. (2021). “The Netflix effect” in Thailand: Industry and regulatory implications. *Telecommunications Policy*, 45(7), 102-156.
- Saini, N. (2020). Usage of Ott Platforms During Covid-19 Lockdown: Trends, Rationale and Implications. *Palarch's Journal of Archaeology of Egypt/Egyptology*, 17(6), 4212–4222.
- Singh, P. (2019). New Media as a Change Agent of Indian Television and Cinema: A study of over the top Platforms. *Journal of Content, Community & Communication*, 9(66), 131-137.